

Product Listing Titles Part 1

Titles are doubly important because firstly they help to convert the visitor into a buyer, and secondly they help your listing to show up in the Amazon search results.

Your title length must be 200 characters or less and please note that some categories allow less than 200 characters. If in doubt, ask seller support for the information on title length for your category. Additionally, Amazon periodically changes the allowed title character length for new listings in some categories. Unfortunately there is no 'list' anywhere that give us this information, so as mentioned above, if in doubt ask seller support.

Your title should clearly tell the Amazon user exactly what the product is.

The most important part of your title is the first 70-80 characters because this is the part that shows on the Amazon search results page, along with a thumbnail of your main image. Therefore, make sure that the most important information in your title, is in the first 70-80 characters (70 is safer).

A good title will give the user all the vital information about the product and leave the user with no doubt in their mind as to exactly what the product is.

A good title should also read well. It should make sense when you read it.

You can use hyphens to separate out sentences instead of full stops if you wish. It makes the title easier to read.

Your title along with your images are the two most important elements of your listing page for converting visitors into sales.